

Empowering employees through data visualisation

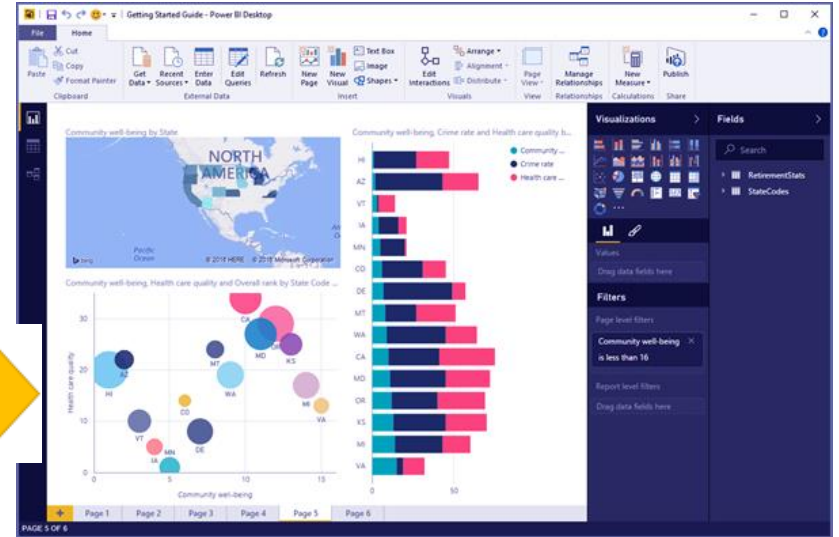
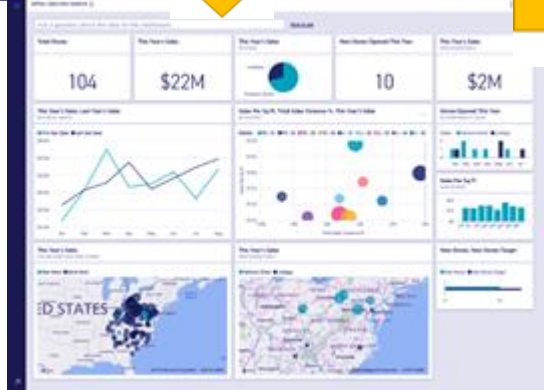
Joanne Foo
Nanyang Polytechnic, Singapore

Data Visualisation

- Communicate insights from data through visual representation
 - Transform large datasets into visual graphics
 - Easy understanding of complex relationships within the data
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Spreadsheets to Dashboards

Year	Month	Month Name	Calendar Month	Births	Births Per Day	Births (Normalized)
2004	1	January	1/1/2004	2,937	94.7	2842
2004	2	February	2/1/2004	2,834	97.4	2921
2004	3	March	3/1/2004	3,128	100.9	3027
2004	4	April	4/1/2004	2,896	96.5	2896
2004	5	May	5/1/2004	3,008	97.0	2911
2004	6	June	6/1/2004	3,047	101.6	3047
2004	7	July	7/1/2004	2,981	96.2	2885
2004	8	August	8/1/2004	3,079	99.3	2980
2004	9	September	9/1/2004	3,239	107.3	3219
2004	10	October	10/1/2004	3,547	114.4	3431
2004	11	November	11/1/2004	3,365	112.2	3365
2004	12	December	12/1/2004	3,143	101.4	3042
2005	1	January	1/1/2005	2,921	94.2	2827
2005	2	February	2/1/2005	2,899	96.4	2892
2005	3	March	3/1/2005	3,034	97.5	2926
2005	4	April	4/1/2005	3,017	101.2	3017
2005	5	May	5/1/2005	3,211	104.2	3137
2005	6	June	6/1/2005	3,183	105.4	3137
2005	7	July	7/1/2005	3,119	100.6	3016
2005	8	August	8/1/2005	3,154	101.8	3016
2005	9	September	9/1/2005	3,439	111.0	3337



The problem

Collect data
without a plan

Dashboard
design
struggles

Over reliance on
visuals

Human
limitations of
algorithms

Interpretation
and use of data

The problem

1. Collect data
without a plan

- Data is the key
- Digging the mine without a plan?
- Fluency with data
- Business problems clearly defined?

The problem

2. Dashboard design struggles

- Limitations with tools and technologies
- How to start?
- Which charts, what data, how to analyse?

The problem

3. Over reliance on visuals

- Are the visuals telling a complete story?
- Deeper understanding for more accurate conclusions

The problem

4. Human limitations of algorithms

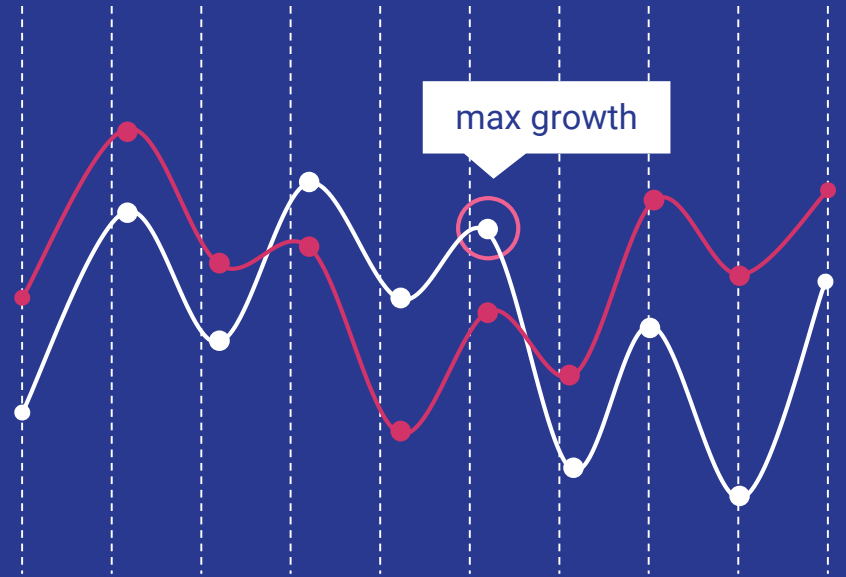
- Limitations of human inputs resulting in narrowed results
- Outliers? Unique situations?
- One-size-fits-all algorithms?

The problem

5. Interpretation and use of data

- Conclusions founded or unfounded?
- Significant modifiers neglected?
- Right assumptions?
- Data for decisions or gut feels?

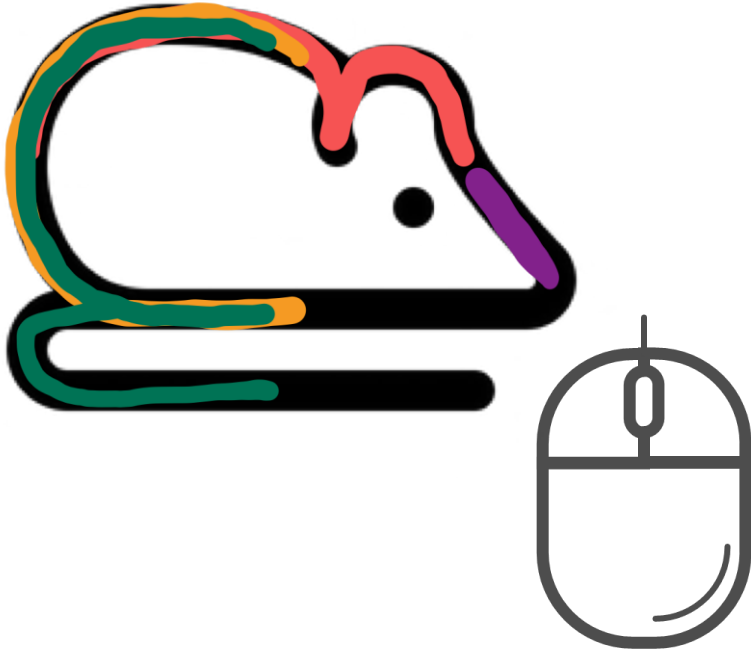
The reality:
What
companies are
doing with their
data



MICE Framework

A simple guide for employees to embark on the process of transforming data into visuals.

MICE Framework

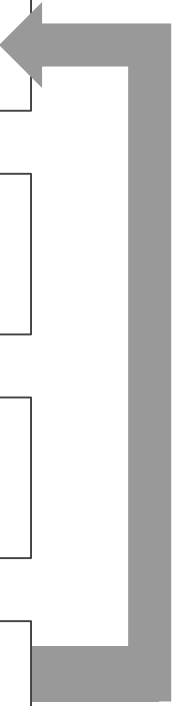


What does the **M**anager /
Management / **M**yself want?

What **I**nformation do I have?

What **C**harts will be suitable to
visualise the information?

Evaluate and improve on the
visualisations



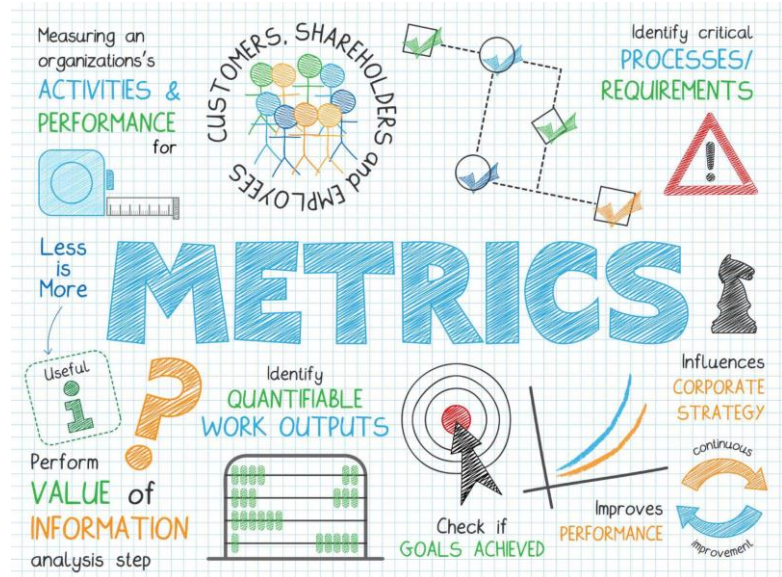
What does the Manager / Management / Myself want?

- What is required?
- Identifying business problems or objectives



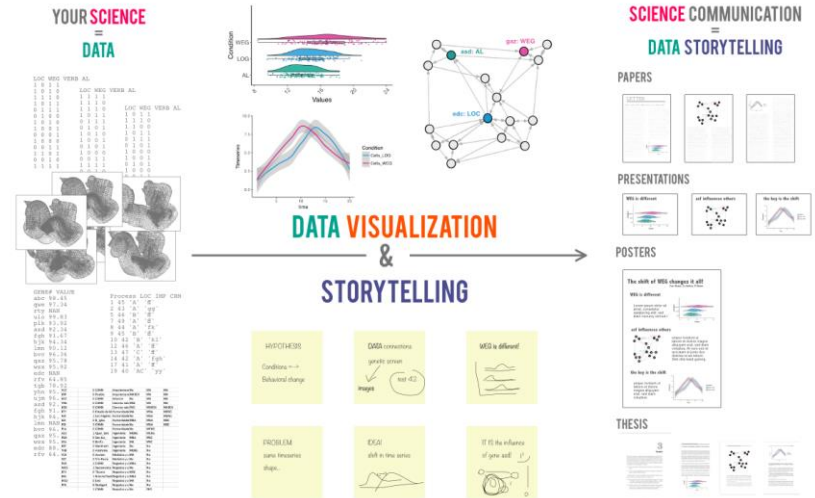
What Information do I have?

- Existing dataset - what information will answer the business problems set?
- Collect more relevant data
- Identifying key metrics among datasets



What Charts will be suitable to visualise the info?

- Relevant and appropriate charts or visuals for each information
- Data storyboard
- Dashboards that deliver strongly on the objectives set



Evaluate and improve on the visualisations

- Showing to other audiences who also have the context of analysis
- Objectives, outcomes and conclusions to be drawn from the dashboards



The outcome:
Data to visuals





Thank You!

Joanne Foo

joanne_foo@nyp.edu.sg